

ABSTRACT OF THE DISCLOSURE

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A retail electrical wire reel caddy has a steel frame which may be rested upright, the upper portion of the caddy serving as a handle. The back has a slight angled configuration allowing easy grasp for lifting from prone to upright positions. The reel is of identical front and rear circular members, the outer member being turned to face the rear member so as to interlock "U"-shaped wire coil supports which are integral with supporting spokes extending between an outer rims and inner reel hubs. The caddy has a shaft extending forward from a mounting plate located on the back vertical portion of the frame, the frame having a forward extending base portion extending beneath the reel for stability.